

ORDER



Orders	Order / Rev:	214128	Primary AE:	Petry Philadelphia
	Alt Order #:	6863202	Sales Office:	P-PHI
	Product Desc:	order	Sales Region:	Nat
	Estimate:	C15B		
	Flight Dates:	10/15/12 - 10/21/12		
	Original Date / Rev:	10/12/12 / 10/22/12		
	Order Type:	REG		
Agency	Name:	Smart Media Group		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		814 King Street	Billing Cycle:	EOM/EOC
		Alexandria, VA 22314	Agency Commission:	15%
Advertiser	Name:	POL/Detroit International Bridge		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL2	Order Separation:	00:15:00
	Priority:	P6	Advertiser External ID:	
	Revenue Codes:	AGY, POL, POL-ISS	Agency External ID:	IN10086/SP6681/TO1332/MO1041

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/21/12	20	\$9,675.00	\$8,223.75		October 2012	20	\$9,675.00	\$8,223.75	0.00
					Totals		20	\$9,675.00	\$8,223.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share	Share	Total
WOOD	20%	\$9,675.00
Market	100%	\$48,375.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	2%	\$967.50
WGVK	0%	\$0.00
WGVU	0%	\$0.00
WLLA	0%	\$0.00
WOTV	0%	\$0.00
WTLJ	0%	\$0.00
WWMT	36%	\$17,415.00
WXMI	22%	\$10,642.50
WXSP	0%	\$0.00
WZPX	0%	\$0.00
WZZM	20%	\$9,675.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/15/12	10/15/12	M-F 11a-12p eightWest	CM	11a-12p	M-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00
EIGHT WEST															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 10/15/12	10/21/12	M-----	1	\$125.00	0.00								
E 2	WOOD	10/16/12	10/16/12		CM	11a-12p	-T-----	:30	1	\$125.00	P3	0.00	NM	1	\$125.00

Order / Rev: 214128
 Alt Order #: 6863202
 Flight Dates: 10/15/12 - 10/21/12

Advertiser: POL/Detroit International Bridge
 Product Desc: order
 Estimate: C15B

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
M-F 11a-12p eightWest																
EIGHT WEST																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12	-T-----			1	\$125.00			0.00						
E 3	WOOD	10/17/12	10/17/12	M-F 11a-12p eightWest	CM	11a-12p				--W----		:30	1	\$125.00 P3	0.00 NM	
EIGHT WEST																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12	--W----			1	\$125.00			0.00						
E 4	WOOD	10/18/12	10/18/12	M-F 11a-12p eightWest	CM	11a-12p				---T---		:30	1	\$125.00 P3	0.00 NM	
EIGHT WEST																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12	---T---			1	\$125.00			0.00						
E 5	WOOD	10/19/12	10/19/12	M-F 11a-12p eightWest	CM	11a-12p				---F--		:30	1	\$125.00 P3	0.00 NM	
EIGHT WEST																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12	---F--			1	\$125.00			0.00						
Spot	Ch	Date Range	Description			Start/End Time				Weekdays		Length		Rate	Rtg	Type
1	WOOD	10/15/12-10/21/12	M-F 11a-12p			11a-12p				-----F---		:30	(\$125.00)	0.00	NM	
Credited																
TECH DIFF MG IN HL#6831506																
E 6	WOOD	10/15/12	10/15/12	Noon News News 8 @ Noon	CM	12-1p				M-----		:30	1	\$650.00 P3	0.00 NM	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12	M-----			1	\$650.00			0.00						
E 7	WOOD	10/16/12	10/16/12	Noon News News 8 @ Noon	CM	12-1p				-T-----		:30	1	\$650.00 P3	0.00 NM	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12	-T-----			1	\$650.00			0.00						
E 8	WOOD	10/17/12	10/17/12	Noon News News 8 @ Noon	CM	12-1p				--W---		:30	1	\$650.00 P3	0.00 NM	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12	--W---			1	\$650.00			0.00						
E 9	WOOD	10/18/12	10/18/12	Noon News News 8 @ Noon	CM	12-1p				---T---		:30	1	\$650.00 P3	0.00 NM	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12	---W---			1	\$650.00			0.00						
E 10	WOOD	10/19/12	10/19/12	Noon News News 8 @ Noon	CM	12-1p				----F--		:30	1	\$650.00 P3	0.00 NM	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12	----T---			1	\$650.00			0.00						
E 11	WOOD	10/15/12	10/15/12	5am Daybreak 5am Daybreak	CM	5a-6am				M-----		:30	1	\$325.00 P3	0.00 NM	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12	-----F-			1	\$325.00			0.00						
E 12	WOOD	10/16/12	10/16/12	5am Daybreak 5am Daybreak	CM	5a-6am				-T-----		:30	1	\$325.00 P3	0.00 NM	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
Week:	10/15/12	10/21/12	-T-----			1	\$325.00			0.00						
E 13	WOOD	10/17/12	10/17/12	5am Daybreak 5am Daybreak	CM	5a-6am				--W---		:30	1	\$325.00 P3	0.00 NM	

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Advertiser: POL/Detroit International Bridge
 Product Desc: order
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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/15/12	10/21/12	--W---	1	\$325.00	0.00																					
E 14	WOOD	10/18/12	10/18/12	5am Daybreak 5am Daybreak	CM	5a-6am	---T---	:30	1	\$325.00	P3	0.00	NM	1	\$325.00											
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/15/12	10/21/12	--T---	1	\$325.00	0.00																					
E 15	WOOD	10/19/12	10/19/12	5am Daybreak 5am Daybreak	CM	5a-6am	---F--	:30	1	\$325.00	P3	0.00	NM	1	\$325.00											
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/15/12	10/21/12	---F-	1	\$325.00	0.00																					
E 16	WOOD	10/20/12	10/20/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	----S-	:30	1	\$400.00	P3	0.00	NM	1	\$400.00											
NEWS																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/15/12	10/21/12	----S-	1	\$400.00	0.00																					
E 17	WOOD	10/20/12	10/20/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	----S-	:30	1	\$850.00	P3	0.00	NM	1	\$850.00											
NEWS 8A																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/15/12	10/21/12	----S-	1	\$850.00	0.00																					
E 18	WOOD	10/16/12	10/16/12	Tonight Show/Jay Leno CM Tonight Show w/ Leno		1135-1235a	-T-----	:30	1	\$650.00	P3	0.00	NM	1	\$650.00											
TONIGHT SHOW																										
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Week: 10/15/12	10/21/12	-T-----	1	\$650.00	0.00																					
E 19	WOOD	10/18/12	10/18/12	Tonight Show/Jay Leno CM Tonight Show w/ Leno		1135-1235a	---T---	:30	1	\$650.00	P3	0.00	NM	1	\$650.00											
TONIGHT SHOW																										
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Week: 10/15/12	10/21/12	---T---	1	\$650.00	0.00																					
E 20	WOOD	10/20/12	10/20/12	Sa Prime Sat Prime Rotator	CM	758-11p	----S-	:30	1	\$750.00	P6	0.00	NM	1	\$750.00											
PRIME ENCORES																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 10/15/12	10/21/12	----S-	1	\$750.00	0.00																					
E 21	WOOD	10/21/12	10/21/12	FB Night in Amer Pre Ga@M Football Night in America		7-8P (7:00 PM-8:00 PM)	----S	:30	1	\$1,000.00	P3	0.00	NM	1	\$1,000.00											
NFL IN AMERICA																										
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Week: 10/15/12	10/21/12	-----S	1	\$1,000.00	0.00																					
												Totals														
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